

ABSTRACT OF THE DISCLOSURE

5 The present invention provides a solution to the needs described
above through a system and method for integrating the disparate platforms and
software applications, and dynamic generation of web content in a user effort
efficient manner. The system of the present invention uses an Web Content
Server to interact with disparate systems and to improve the productivity of
building web content. The Web Content Server provides a page engine or
10 platform that separates data production, interaction elements, and display
information and maintains these aspects of page production in different files.